F
234
.F7G6

Views of beautiful

Fort Myer Heights.

Fulton R. Gordon.

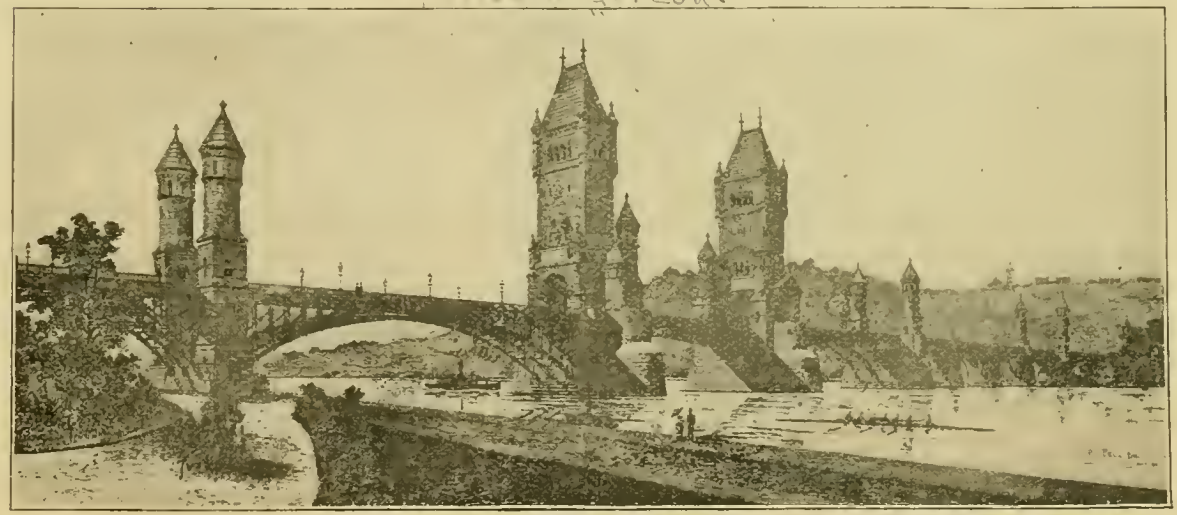
Class F234

Book .F7G6

VIEWS OF BEAUTIFUL

FORT MYER HEIGHTS

Adjoining the Capital of the United States.



PROPOSED U. S. MEMORIAL BRIDGE, UNITING WASHINGTON AND FORT MYER.

THE ADVERTISER CO., 618 F ST. NW

TEN REASONS WHY FORT MYER HEIGHTS EXCELS ALL OTHER SUBURBAN PROPERTY AROUND THE NATIONAL CAPITAL FOR SPECULATION OR A HOME.

Branch Office of Fulton R. Gordon at Fort Myer Heights, showing the Falls Church Electric Railroad and the famous Military Road, the President's favorite drive.

First. More new electric and steam railroads have been constructed through this section in the last few years than all other suburbs around Washington, namely: The Falls Church, the Arlington, and the Mount Vernon electric railroads, also the Pennsylvania steam railroad, that is now establishing what is to be the largest freight yards in Washington.

Second. The new $30,000 Court House (County Seat of Alexandria County), has recently been constructed in our subdivision. This alone means the building in the near future of fifty to one hundred residences and stores.

Third. The Secretary of War has recently employed the four largest bridge companies in the United States (among them is the company that built the Brooklyn bridge) to make plans and submit estimates for the early construction of the Memorial Bridge which will unite Fort Myer Heights with the business center of Washington.

Fourth. This property is one-half mile nearer the White House than Mt. Pleasant (see District of Columbia maps), where lots sell at the rate of $100,000 an acre. We are not miles away, but adjoining the city, being exactly two miles due west of the White House, and located in the highest, healthiest and most beautiful elevation adjoining the National Capital.

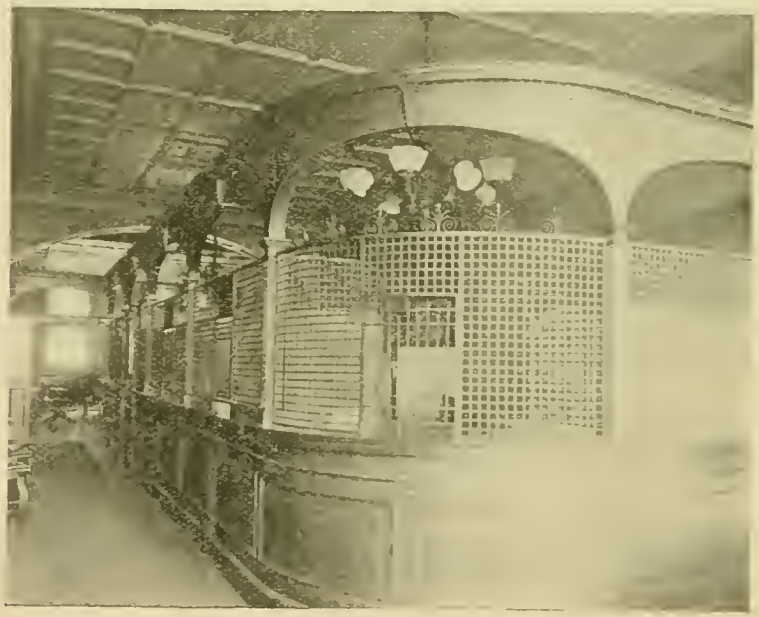
Residence of Col. Doubleday, surrounded with spacious well-kept grounds and stately oaks, located a short distance north of the Court House, on a high bluff, overlooking Washington and the Potomac River.

Fifth. A Bill will be introduced in Congress to take this property and other nearby properties into the District of Columbia, making it a part of Washington.

Sixth. The Military Road, leading from the Aqueduct Bridge to Fort Myer and Arlington (built by the Government at a cost of $65,000) borders on this property for one-half mile, and is the most fashionable and best patronized driveway around the city, being the President's favorite drive.

Seventh. Fort Myer and Arlington adjoin this subdivision, and the many millions recently expended there by the Government in beautifying these properties adds continually to the value of Fort Myer Heights, and has made this the most beautiful spot about Washington.

Eighth. Our property is hemmed in on the south by the eleven hundred and sixty acre Government tract (Fort Myer and Arlington), and extends north nearly to



Main Office of Fulton R. Gordon, 1206 G street, Washington, D. C.

Government buildings under construction at Fort Myer, on the Military Road, one-half square from Fort Myer Heights.

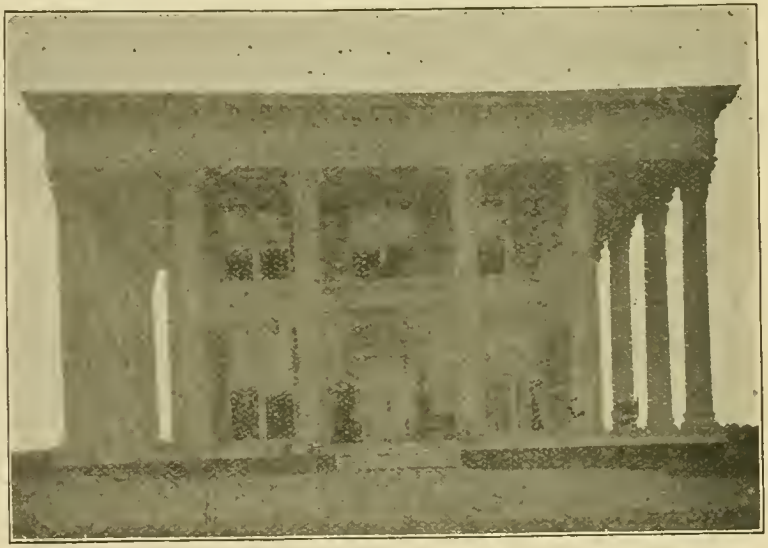
the Potomac River, which makes it all the more desirable from a speculative standpoint, as Washington must extend west (all great cities build north and west), mainly through this property, and the more limited the space where a city is building or extending the more valuable the lots from a speculative standpoint. New York City is an example in this respect, being a narrow strip of land, hemmed in by two rivers, lots sell there as high as $500 a square foot.

Ninth. Aside from the speculative standpoint, if you wish your wife and children to breathe pure air, drink pure water, have trees, flowers, lawn, vines, garden and a large piaza, with a grand view of Washington and the Potomac River, and be under such home influences where the human mind will reach its height of cultivation, then buy in Fort Myer Heights.

Tenth. Washington, by the continual rapid increase in population and increased outlay in Government improvements connected with the construction and extension of so many new electric and and steam railroads through this section, offers you the same chance now in our property that you had in Columbia Heights and Mt. Pleasant when lots sold there, only a few years ago, at our present prices (8 to 20 cents per square foot). The same men, however, who availed themselves of those "golden opportunities," are now buying lots in Fort Myer Heights, and they do not hesitate to say that in their opinion our property offers even a brighter future to-day than Columbia Heights property did when they invested there at ten cents a square foot. Remember, it is the ground and not the house that increases in value.

Proposed residence of Fulton R. Gordon, to be located on the Military Road, Fort Myer Heights.

COMMON SENSE. Why will men of common sense and moderate means go two miles north of the White House, in Columbia Heights, and buy a lot 20 by 100 feet at $4,000, when they could buy a lot more than twice the size, 50 by 100 feet, the same distance west of the White House, for $400? From a speculative standpoint the Columbia Heights property has reached top prices for medium residence property, while our lots at present prices have a speculative value, and will eventually sell at the same price the Columbia Heights property is now selling for, and this is why so many buyers are now availing themselves of these "golden opportunities."



Residence of Hon. Andrew A. Lipscomb, a short distance north of the Court House, surrounded with spacious grounds, on a high elevation, giving a commanding view of Washington and the Potomac River.

ELECTRICITY vs. REAL ESTATE VALUES. Electricity has revolutionized real estate values by bringing nearby suburban property in strict competition with city property. Thinkers and men of foresight see through this simple problem,

Residence of H. W. McGeorge, Fort Myer Heights.

and are making handsome profits from suburban property, while those who bought city property since the various electric railroads have been extended into the suburbs have seldom been able to sell out at cost. In fact, they are daily advertising their city houses in the Star at 15, 20 and 30 per cent below cost, in order to invest in suburban lots that are increasing so rapidly in value. Hardly a day passes but what we are offered modern city houses in the northwest in exchange for our lots, which we always decline to consider. In fact, I will give this as a notice to the public that we do not care to exchange Fort Myer Heights property for city houses, for the reason that our property is a more ready cash sale. Besides, the Fort Myer Heights Land Company has reserved 100 lots as a permanent investment, and much prefers using its surplus money in building and improving these lots, that will in their opinion eventually sell at city prices.

MEMORIAL BRIDGE. Last Congress appropriated $7,500 to make surveys, soundings and plans for the early construction of the Memorial Bridge, in order that the War Department could invite bids and have them ready for next Congress to make the appropriation. The "Post" of July 5th says the War Department has invited fifteen of the most eminent bridge engineers in the United States to submit plans and bids, and further says: "The President is very much interested in the project and hopes to have the Bridge under construction before his term expires." The "Star" of July 15th gives the names and records of each bridge company that has been employed by the Secretary of War to make the plans. The "Star" of August 30th says: "Secretary Root has recently driven over the route of the Bridge in order to secure data for the strong argument he will make in his next annual report to Congress for the building of the Memorial Bridge." After reading these facts, if you have any doubt as to the building of this Bridge, then please call and see the Secretary of War, who has entire charge of the matter, and you will have all doubts removed.

ANDREW CAREGIE. Andrew Carnegie echoed what all shrewd observers confirm when he stated that more fortunes were accumulated from the rise in real estate than all other causes combined. Can you not afford to follow the advice of Carnegie? Begin now by buying a lot in Fort Myer Heights, and

Grading Streets in Fort Myer Heights.

it will grow in value just as sure as Washington continues to increase in population. As our country grows in population and wealth, so must our National Capital grow in population and wealth, and where could you find a safer and surer investment for a handsome profit than a lot located in a network of new electric railroads (with charters out for other railroads to be built in the near future), and only two miles west of the White House.

WASHINGTON'S SUBSTANTIAL BUSINESS MEN. The substantial business men of Washington of to-day are those who, when young men, carefully planted their small earnings in nearby suburban lots which have since become a part of this city, and yielded to the young buyer a crop of "gold" far beyond their young dreams of wealth. Ask these men if the same chance is now open to you, and they will unhesitatingly say yes; and far better opportunities than they had, as Washington has just commenced to grow, and will gather momentum in her growth, like the wheel running down hill. In other words, the larger the population the shorter time it takes a city to gain another hundred thousand inhabitants, and a million inhabitants for

Court House at Fort Myer Heights. The County Seat of Alexandria County was moved from Alexandria City to Fort Myer Heights, A. D. 1898, by act of the Legislature.

Residence of A. M. Lothrop, of Woodward & Lothrop, including 60 acres that is now being beautified with macamized driveways, and placed in a high state of cultivation, located a short drive west of Fort Myer Heights.

our Capital City is predicted before a great many years roll by. If you wish to grow in wealth as our city grows in population, then place a few ten-dollar bills in our lots before the Memorial Bridge is built, and they will yield you a crop of hundred-dollar bills just as sure as a few bushels of wheat planted on a rich soil will yield a hundred dollars.

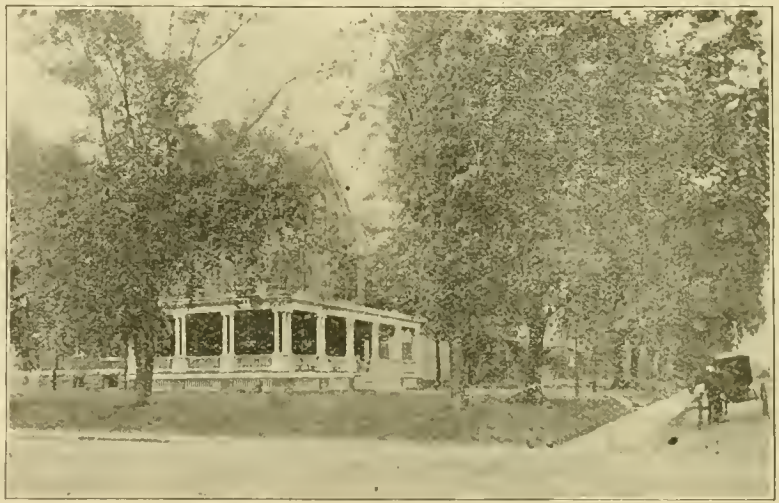
A LIFE'S EARNINGS WASTED IN RENT.

Make a start to own a home, young man, or pay rent all your life and own a package of worthless rent receipts. Then in old age, when you are unable to pay rent, and have been cast out on the cold and cheerless highways to tramp for a living, and as night approaches you will be compelled to make your bed on mother earth, with heaven for a blanket and the package of rent receipts for a pillow, with your eyes fixed upon the bright and illuminated home of your former landlord, and looking in upon the comfort and grandeur as you hear the music from the harps and his children singing "Home, Sweet Home," while you are thinking of your homeless children and their poor condition; you will then be brought face to face with the sad mistake of wasting a life's earnings in rent-paying. You will then see where the thousands you paid in rent are securely invested, not to the comfort, however, of yourself and children, who were justly entitled to the fruits of your labor, but to the use of others. Take warning, young man, from the sad mistake others have made in wasting a life's wages in rent-paying. We now offer you "golden opportunities" to secure a home that you cannot afford to let slip through your fingers like little children do with sand at the seashore. They fill their little hands with sand, then let the grains fall through one by one till they are all gone, just like some people we meet in our daily walk of life, stumbling along over "golden opportunities" to secure a home, until they finally stumble over a tombstone, and become the silent owner of a lot 2 by 6 feet. Remember, the opportunity to buy Fort Myer Heights lots at present low prices has hair in front, and behind she is bald. Seize this opportunity at once by the forelock, and you will hold her, but suffer it to pass and ten times the price will not catch her.

Rufus H. Darby's residence, a short drive west of Fort Myer Heights.

RENTERS, ASK YOURSELVES THESE QUESTIONS.

How long have you paid rent? How does it feel to have your nose always to the grindstone? Does your landlord give you the benefit when your house, which you are now occupying, doubles in value, or does he double the rent? Is it not criminal negligence on your part to waste your precious labor in rent, when the same money would soon pay for a home which your wife and children are justly entitled to? How many of your friends own their homes, which they bought on easy payments, and are now enjoying an independence from the profits they made by buying just such lots as we are now offering you? Did you ever hear of a man amounting to anything who always hesitates, and is afraid to invest his money? Is it not only the rich who can afford the luxury of continual moving and rent-paying? If it is good and profitable for the rich to be your landlord, then why is it not good and profitable for you to be your own landlord? How many times have you seen respectable, honest families, who were financially embarrassed, thrown out into the streets in the cold wintry days, when they had paid sufficient rent, however, to buy twice over the very home which the heartless landlord was using the law to eject them from?



Commanding Officer's residence, on the Military Road, one square south of Fort Myer Heights.

DEPOSITS IN SAVINGS BANKS.

A word to the young tenant who deposits his surplus earnings (the little he has left

Rezen W. Darby's residence, a short distance west of Fort Myer Heights.

after paying rent), in a Savings Bank or Trust Company at the meagre two per cent interest, which they allow on your balance. In nine cases out of ten your landlord has borrowed your very deposit and other similar deposits from the Trust Company to buy or build the very home you now occupy, for which he exacts from you ten to twelve per cent interest in the way of rent, while you are receiving two per cent interest. In other words, you are turning the grindstone to grind your own nose. You are the hod-carrier, carrying the brick and mortar to build another house for your poor (?), helpless (?) landlord.

LOOKING BACKWARD. Ten years ago, if you mentioned to anyone the sale of lots across the river, you were usually told that they would not own a lot in that section if you gave it to them. Lots that sold then at $50 have sold recently for $2,000. These sales have taken place within one square of our property, and is a pointer as to what may be expected from Fort Myer Heights lots from a speculative standpoint. Delays are dangerous. Prices will advance sharply after this property leaves first hands; besides, the early buyer secures the choice location. Buy now, while prices are cheaper than they will ever be again in this section. Remember, when the fool makes up his mind to buy, the market has gone by.

THE SHREWD INVESTOR. Remember, the shrewd investor always buys ahead of the improvements, and sells out to the fellow who wants a "sure thing," after the improvements are completed and the market has reached top prices. The men who bought Columbia Heights lots before the improvements were completed reaped a golden harvest, while those who purchased after the improvements were completed are not able to sell out at cost. Buying our lots ahead of the improvements is like "making hay when the sun shines," and gathering roses while they blossom.

HOME. What a hallowed name, and how dear to the heart the sacred abode, where the weary spirit and care-worn heart, worn out and tired from the daily toils of life at the end of each day's journey, directs its frail bark over the troubled waters to our Home, the place of "Quiet Rest." The very

Residence of Dr. J. Taber Johnson, a short drive northwest of the Court House.

name touches every fibre of the soul; strikes with its angelic fingers every chord of the human heart; calls forth our fondest memories of life; opens up in our nature our deepest, purest and richest feelings. Home is the corner stone upon which rests everything that is pure and noble in our grand and glorious country, and stands out boldly, hand in hand with Patriotism and Old Glory, the Stars and Stripes.

YOUR OWN LANDLORD ON TEN DOLLARS A MONTH.

Buy a lot in Fort Myer Heights at ten dollars a month. When it is paid for we will loan you, say $1,500, which will build you a cozy home, patterned to suit your own ideas. The loan will cost you, at 6 per cent interest, $7.50 a month—a very cheap rent. Now, pay in addition to this every month what you can save on the principal and the interest, and principal will likewise soon disappear, and probably, in the meantime, your property has doubled in value. Besides, one house paid for helps to buy two houses; two houses help to buy four houses, and so on is an independence secured.

Officers' Homes on the Military Road, Fort Myer, one square south of Fort Myer Heights.

SUCCESSFUL MEN.

Can you afford to follow in the footsteps of successful men? Are you aware that real estate investments are the corner stone upon which rest the

Residence of J. H. Hobson, Fort Myer Heights.

fortunes of Washington's richest citizens? Notice the class of men who have recently invested in or near our property for speculation or a home: A. M. Lothrop, of Woodruff & Lothrop, George W. Cissel, Andrew A. Lipscomb, Rufus H. Darby, B. H. Warner, Reizen W. Darby, Frank Hume Dr. J. Taber Johnson, Dr. P. M. Rixey, George G. Boteler, Andrew B. Graham, Fred. W. Graham, Lieut.-Commander Berry, U. S. N., Captain B. C. Sampson, U. S. N., Prof. J. G. Harris, Cornell University; Colonel Willett, ex-Assistant Secretary of Agriculture; Major Morrison, Judge Advocate of the Army; Everhart Bierer, jr., Ex-Senator Henderson, Colonel Doubleday, and others. Do these men expect to lose their money? Were they ever known to make a bad investment? Anchor yourself to the solid rock of real estate. Then, when you wish to retire, you will have the necessary wherewithall that is of so much importance in old age for your comfort and happiness.

THE CAPITAL CITIES OF THE THREE LEADING NATIONS OF THE WORLD.

Washington is in its infancy—in fact, it has just commenced to grow, having quadrupled its population in the thirty-one years prior to 1890. That it must grow rapidly from now on is shown by the following statistics from Mulhall, the eminent English statistician:

Population of the United States	78,000,000
Population of its Capital (Washington)	300,000
Population of France	40,000,000
Population of its Capital (Paris)	2,400,000
Population of Great Britain	40,000,000
Population of its Capital (London)	4,200,000
National wealth of the United States	$85,000,000,000
National wealth of Great Britain	60,000,000,000

Draw your own conclusions as to what Washington ought to be and will be by comparing the population of the capital cities of the above three leading nations of the world. You will see that the United States about doubles either Great Britain or France in population and wealth, and you will then realize

Public School, within walking distance of the Court House.

that Washington has just commenced to grow, and if it continues to quadruple every thirty-one years, will eventually exceed in population any Capital City in the world.

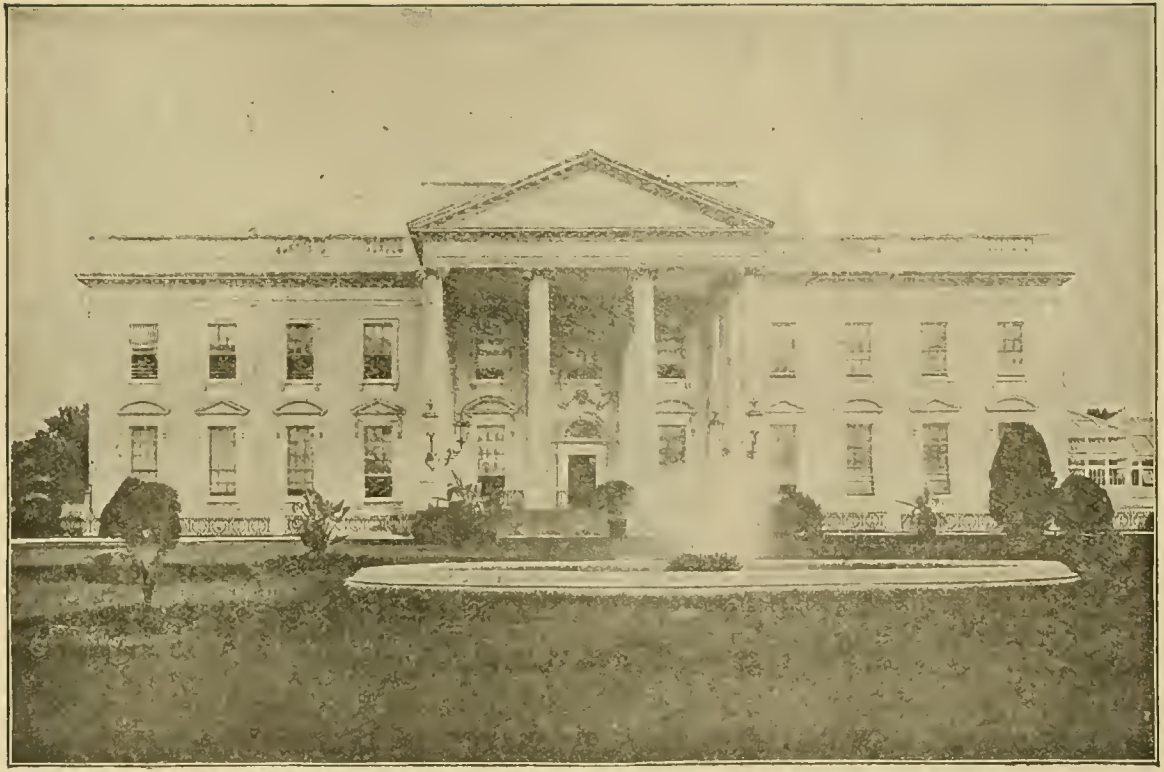
PRICES. Our prices are based on the cash selling value of similar nearby property. We are the home-seeker's friend, selling homes cheaper and on a fairer plan than can be had elsewhere around Washington. We challenge you to visit Mt. Pleasant, Cleveland Park, Chevy Chase, Petworth, Kenilworth, Hyattsville—in fact, every suburb advertised, known or heard of around this city. Then let us show you Fort Myer Heights, and if we do not show you more for your money than you can get elsewhere, we do not expect you to buy.

SIZE OF LOTS. 50 by 100 to 200 by 300, or 5,000 to 50,000 square feet.

PRICES. 8 to 20 cents a square foot.

TERMS. $10 cash and $10 monthly on each lot, or one-third cash and balance in one, two and three years; 5 per cent off for cash, also 5 per cent off on all cash payments in excess of $10.

View of Fort Myer from the Hotel site, Fort Myer Heights.



THE WHITE HOUSE—Only 1⅔ miles from Fort Myer Heights.

Pennsylvaina Railroad Freight Yards (two squares east of Fort Myer Heights), which are to be the largest freight yards to Washington.

CARRIAGE FREE TO VIEW LOTS.

Drop a postal for carriage to call at your door to show you the property free of charge. Government employees will be taken out after office hours.

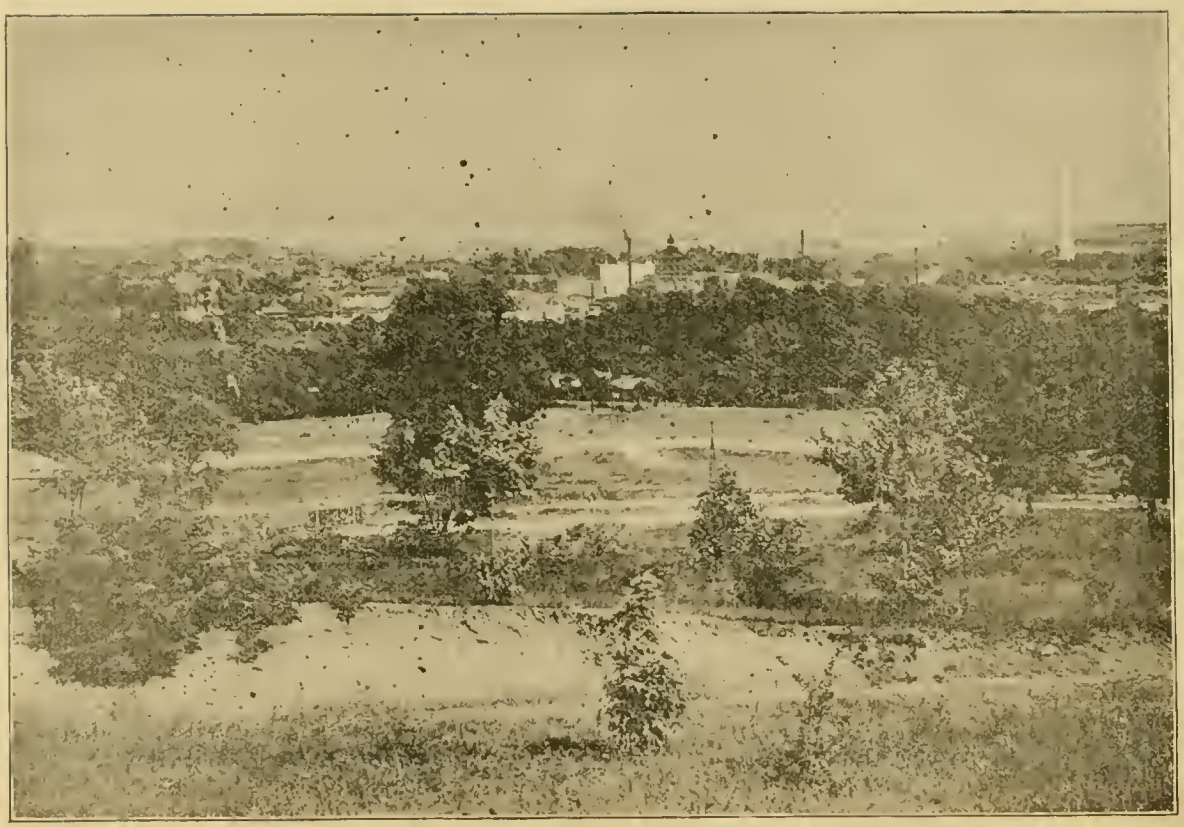
FULTON R. GORDON,

Sole Representative.

Main Office, 1206 G Street, N. W., Washington, D. C.

Branch Office on the grounds at the intersection of Military Road and Falls Church Electric Railroad.

N. B. We have 50,000 of these "Booklets," and intend to place one in every home in Washington. Do not hesitete to drop a postal if you desire one or more for yourself and friends.



VIEW OF WASHINGTON FROM FORT MYER HEIGHTS.

The white building in the center indicates the approach to the proposed Memorial Bridge from the Washington side of the Potomac.

LIBRARY OF CONGRESS
0 014 367 532 4